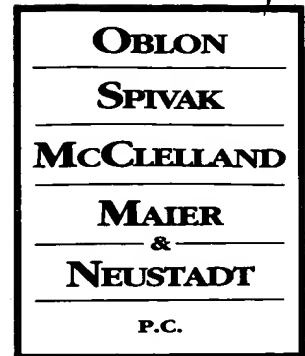




DOCKET NO: 197832US25

ASSISTANT COMMISSIONER FOR PATENTS
WASHINGTON, D.C. 20231



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Re: U.S. Application
Serial No: 09/776,683
Filed: February 06, 2001
Group: Unknown
Inventor: TONY A. BAILEY ET AL.
For: TARGETEDCOMMUNICATIONS
BASED ON PROMOTIONAL RESPONSE

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OFFICE OF PETITIONS

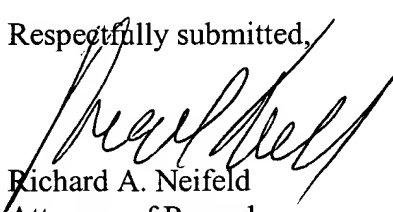
SIR:

Attached hereto for filing are the following papers:

37 CFR 1.182 PETITION TO CHANGE ORDER OF LISTING OF INVENTORS

Our check in the amount of \$ --130.00-- is attached covering any required fees. In the event that any variance exists between the amount enclosed and the Patent Office charges for filing the above-noted documents, including any fees required under 37 CFR 1.136 for any necessary Extension of Time to make the filing of the attached documents timely, please charge or credit our Deposit Account No. 15-0030. Further, if these papers are not considered timely filed, then a petition is hereby made under 37 CFR 1.136 for the necessary extension of time. A duplicate copy of this sheet is attached.

Respectfully submitted,


Richard A. Neifeld
Attorney of Record
Registration No. 35,299



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Tel. No.: (703) 413-3000
Fax No.: (703) 413-2220
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01 FC:122

Docket No. 197832US25
Ref No. PIP-71-KATZ



IN RE APPLICATION OF:
TONY A. BAILEY ET AL.

: GROUP ART UNIT: OFFICE OF PETITIONS

SERIAL NO.: 09/776,683

: EXAMINER: UNASSIGNED

FILING DATE: FEBRUARY 06, 2001

TITLE: TARGETED COMMUNICATIONS
BASED ON PROMOTIONAL RESPONSE

37 CFR 1.182 PETITION TO CHANGE ORDER OF LISTING OF INVENTORS

I. Relief Requested

Pursuant to MPEP 605.04(f), the undersigned requests that the order of listing of the inventors be changed so that the inventors are in alphabetical order by surname. Specifically, the undersigned requests that the order of listing of the inventors names be changed to the following:

Tony A. Bailey

Gary M. Katz

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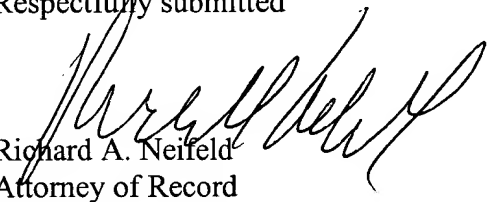
II. Reason Why the Petition Should be Granted

The PTO does not require as a basis for granting this petition any showing why this action should be taken, as indicated in an email response on February 06, 2001 from Frances Hicks of the USPTO to Karin Tyson of the USPTO regarding this issue. In that email, Frances Hicks stated that "We have been routinely granting petitions under 37 CFR 1.182 requesting that the order of the names of the inventors be changed if the petition is signed by either the attorney or agent of record or all the applicants. The Manual does not require a reason and we don't ask

for one. Note MPEP 605.04(f)." Karin Tyson passed that email along to me in response to my query regarding the requirements for granting this petition.

The petition fee accompanies this petition. Accordingly, this petition should be granted.

Respectfully submitted


Richard A. Neifeld
Attorney of Record
Registration No. 35, 299



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